

2024 SPONSORSHIP OPPORTUNITIES

ENGAGE PROMOTE PARTNER





RSNA.org/Promote

CONTENTS

ABOUT RSNA	
► RSNA by the Numbers	1
ANNUAL MEETING	
Annual Meeting by the Numbers	2
► Pre-meeting Opportunities	3
► Digital Opportunities	4
► Thought Leadership	
 Virtual Presentation Opportunities 	5
► Signage	6
➤ Onsite Attendee Resources	
► NEW for RSNA 2024	7
► Onsite Sponsorships	8
YEAR-ROUND OPPORTUNITIES	
➤ Online/Digital Options	10
► RSNA Journals	12
► RSNA Spotlight Courses and Live Events	13
CORPORATE SUPPORT	
► R&E Foundation Corporate Support	14
► Corporate Partners Program	15









ANNUAL MEETING

Held in late fall, RSNA's annual meeting is the biggest week in radiology. RSNA 2024 sponsorship opportunities drive more traffic to your booth and increase the likelihood of meeting potential clients who are ready to purchase. Reach your goals with RSNA 2024 sponsorships.

of attendees are looking for new or specific products or vendor products or vendors

70% of attendees play a role in purchasing

Put your message front and center with attendees.

Capture their attention before RSNA 2024.

- system CEOs, CIOs and CFOs
- Radiology department heads
- Hospital directors and administrators
- Practice managers
- Biomedical and clinical engineers
- IT executives and managers
- Health care consultants
- Physicians and physicists
- Decision makers
- Influencers and industry leaders





RSNA 2024

Our flagship event, the RSNA annual meeting, brings together more than 20,000 professional attendees each year. Sponsorship helps you engage with attendees interested in your solutions.

PRE-MEETING OPPORTUNITIES

Registration Website Banners

Showcase your company with a banner on the RSNA 2024 website—where attendees must register for the meeting. Two positions available each month.

Starting at \$2,000/month

Registration Confirmation E-Blasts

Include your banner in the registration confirmation emails sent for an entire month.

Starting at \$7,500/month

Sponsored E-Blasts

Let RSNA send your customized HTML message to registered professional attendees before, during and after RSNA 2024 to increase your visibility at the meeting and stay top of mind.

Starting at \$15,000

Annual Meeting E-Blasts

Reach thousands of radiologists, hospital executives and leaders in imaging with your message before they register for RSNA 2024. You can connect with RSNA members and past attendees early by including your banner in e-blast communications leading up to the annual meeting, including the final "get ready" e-blast sent to registered attendees.

\$4,000/month



All-Attendee Registration Confirmation E-Blast

Feature your digital banner in a final "get ready" e-blast to all pre-registered professional attendees that includes onsite logistical information including what to bring and where to pick up your badge. Every pre-registered attendee will see your company's banner in this e-mail.

\$20,000

Daily Bulletin E-Blast Banner

Include your digital banner in one of six e-blasts sent daily to all attendees and active RSNA members during the annual meeting. These e-blasts provide attendees with the day's top stories and a link to the full issue of the official RSNA 2024 newspaper. Three positions are available in each e-blast.

Starting at \$3,500

2024 Meeting Central Digital Banner

Prominently display your company's branding on Meeting Central, the main annual meeting page that all attendees check as they navigate programming and technical exhibits at the annual meeting.

Starting at \$7,500

Exhibitor Listing Upgrades

Standard Listing

Upgrade your listing with your company logo, product images, and company materials. Receive metrics on the number of views and clicks your exhibitor listing page receives. Generate leads from Nov. 1, 2024–April 30, 2025.

\$1,000

Premium Listing

Includes Standard Listing upgrades, plus additional collateral and video panels.

\$1,500 (includes the Standard Listing upgrades)

Elite Listing

Draw attention to your business with additional product images and video panels. Includes online business cards, online exhibitor staff badges, placement in the Featured Exhibitor list on Exhibitor Directory home page, priority placement in the Exhibitor Directory and in keyword searches and a booth corner peel on floor plan.

\$2,000 (includes the Premium Listing upgrades)

Additional Enhancements:

- ► Exhibitor Highlights Sponsorship: \$5,000
- Product Category Sponsorship: \$5,500
- ▶ Floor Plan Sponsorship: \$7,500
- ► Exclusive Facility Overview Sponsorship: \$7,500
- ► Exhibitor Listing Home Page Banner: \$12,500



THOUGHT LEADERSHIP

Corporate Symposium

Held onsite during the annual meeting, your 60-minute session will be listed in the online meeting program and will be open to all attendees.

\$25,000

Live stream additional fee of \$3,000

Lunch & Learn

Host an informational, non-CME educational presentation or procedural instruction during the annual meeting. The sponsor must provide boxed lunches using the official onsite caterer.

\$17,000

Live stream additional fee of \$3,000. (Boxed lunches not included)

Al Theater Presentation

Demo and highlight your product or service with a 15-minute presentation in this open-air theater. It's centrally located, positioning you with audiences interested in Al.

\$3,500 for AI Showcase exhibitors \$5,000 for all other exhibitors

Innovation Theater Presentation

Launch your new product or latest innovation with a live, rapid-fire, 15-minute presentation in an open-air theater in the RSNA exhibit halls.

\$3,000

Center Stage Presentation

Let your company's CEO or senior executive relay your compelling story of insight and inspiration from the Innovation Theater. Showcase your company's leadership in ESG, health equity and partnerships with NGOs. Each presentation is 45 minutes, and only one is available each day.

\$20,000

Vendor Workshop

Give potential or current customers first-hand experience of your systems by offering user training and product instruction in a Vendor Workshop. This unique classroom space is located on the exhibit floor, near all the excitement.

Starting at \$30,000

Third-party CME Symposium

Third-party CME providers may host an educational session supported by an unrestricted educational grant from a company related to medical imaging during the week of the RSNA annual meeting. The CME providers will work with RSNA to determine details for an inperson or virtual session.

Inquire for more details.

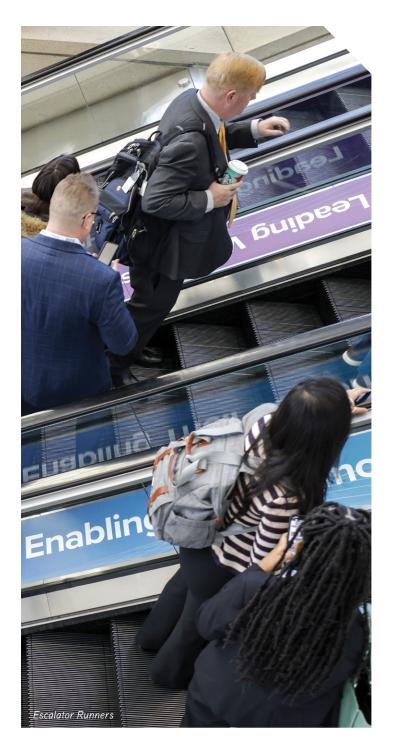
VIRTUAL PRESENTATION OPPORTUNITIES



Virtual Industry Presentations

Engage with attendees beyond the meeting with a panel discussion, networking event, virtual hands-on experience, product demonstration or lecture. Presentations may run for either 30 or 60 minutes inclusive of Q&A time and hosted on your company's platform. You may choose the desired format and livestream or prerecord the presentation. RSNA will provide a dedicated session page within Meeting Central.

\$7,500 for 30-Minute Presentation | \$15,000 for 60-Minute Presentation



SIGNAGE

Banners

Grand Concourse: \$25,000

North Hall Lobby: Starting at \$15,000

Outdoor: **\$25,000** Walkway: **\$11,000**

Billboards

Grand Concourse: \$8,500
Transportation Lobby: \$6,000

Table Decals

North Hall: \$8,000

Pillars and Column Wraps

Column Wraps: Starting at \$6,000 Grand Concourse Pillars: \$25,000 North Hall Lobby Pillars: \$20,000

Stairs/Escalators

Escalator Runners: Starting at \$15,000

Stair Graphics: \$17,000

Aisle Signage

Include your branding and booth number on both sides of highly visible directional signage that helps attendees find their way around the exhibit halls.

North Hall: \$25,000 South Hall: \$35,000 Both Halls: \$50,000





ONSITE ATTENDEE RESOURCES

Daily Bulletin

RSNA's official newspaper provides meeting news and hot topics. Include your message in all five issues of this daily resource.

Starting at \$6,950

Wraparound band: \$15,000

Daily Bulletin Technical Exhibits Focus Article

Prominently feature your company's story in the meeting's official daily newspaper. Thousands of attendees read the meeting newspaper each day, both in print and online. Article sponsors can maximize their visibility with a quarter-page promotion beside their article for an extra fee.

\$10,000 (limit one article per exhibitor)

\$3,000 (quarter page promotion beside your article)

Technical Exhibits Guide

Make your brand stand out from the crowd. Copies of this guide are available at each entrance to the Technical Exhibits. Place your message in the best source for navigating the show floor, including the exhibits halls floor plan and booth numbers.

Starting at \$5,000



Meeting Guide

The must-have, go-to resource for all things annual meeting, the RSNA Meeting Guide is in attendees' hands all week long. With vital transportation information, dining locations, maps and more, copies are distributed throughout McCormick Place. Full pages and covers 2, 3 and 4 are available.

Starting at \$6,950

Meeting Guide bookmark: \$25,000

WHAT'S NEW FOR RSNA 2024!



Hydration Stations

Help attendees quench their thirst and save the planet with access to this highly requested resource sponsored by you! Filling station hubs are positioned within the exhibit halls.

Price: \$15,000 per hub



Hotel Placements

Remain top of mind beyond McCormick Place with customized opportunities to reach attendees at their accommodations at hotels in RSNA's housing block.

Inquire for more details.



Relaxation Station

Help attendees achieve maximum well-being and restoration on the exhibit floor with safe, licensed and insured professional massage therapists wearing your branded apparel.

Price: \$10,000



Full Access Membership Opportunities

Let us help you reach this targeted audience with customized sponsorships that put your message and branding in front of a highly engaged selection of RSNA members.

Inquire for more details.



Private Meeting Pods

Located in high profile spots throughout McCormick Place, these pods provide the perfect place for quiet conversations and semi-private meetings for attendees to use throughout the week, and you can include your branding.

Price: \$10,000



Technical Exhibits Tours

At RSNA 2024, we're planning a series of exhibit hall tours. Make sure your company is one of the featured stops. Designed to help new and veteran attendees alike to navigate the show floor.

Inquire for more details.



ONSITE SPONSORSHIPS

110TH Scientific Assembly and Annual Meeting | Chicago, IL Annual Meeting: Dec. 1-5, 2024 | Technical Exhibits: Dec. 1-4, 2024



5k Fun Run

Stand out as the lead sponsor of the RSNA R&E Foundation 5k Fun Run with pre-meeting recognition in RSNA

communications. During the annual meeting, your logo will be included in the RSNA 2024 Meeting Guide, on race day signage, and on participant T-shirts in addition to coverage in RSNA newsletters.

\$20,000



Registration & Badge Pickup **Stations Sponsorship**

Be part of one of the first things attendees will see at McCormick Place by sponsoring the RSNA registration and meeting material desks. Give RSNA 2024 attendees a warm welcome.

\$30,000



Meeting Bag

Exclusively sponsor the reusable meeting bag provided to all attendees with your four-color message on one side and one

gusset of the bag. The meeting bag is seen nearly everywhere at the annual meeting and beyond.

\$55.000



Coat Check Service Package and Signage

RSNA's complimentary coat and bag check services are positioned in highly trafficked areas. Located in the South Building, Level 1. S100C or Lakeside Center East, Level 2 Lobby, your

company's message will be featured on highly visible signage, and your logo and booth number will be included on every claim ticket.

Grand Concourse: \$55,000

Lakeside Center: \$25,000

Coffee Cup Sleeves





\$20,000

RSNA AI Challenge Sponsorship

RSNA's AI Challenges help advance the field of radiology by fostering AI and machine learning capabilities. Your company can support this initiative which has researchers compete on how well their AI models perform specific tasks such as detection, localization and categorization of abnormal features according to defined performance measures. Your company can be highlighted as a sponsor in RSNA communications and during a presentation at the Al Theater during RSNA 2024.

Starting at \$5,000

Al Showcase Sponsor Package

Establish your company as a leader in imaging Al and receive high-impact recognition as a sponsor. Your company will realize significant brand exposure at this very popular showcase and gain traction with prospects before, during and after RSNA 2024. This opportunity is limited to three companies. \$50,000



Invite meeting attendees to an exclusive area hosted by your company. Create a custom space with furniture, signage, ping pong table or other unique activations. With limited locations available, this is a perfect opportunity to engage with meeting attendees in a unique, low-stress setting.

Starting at \$25,000 (space only; furnishings not included)





Charging Stations

Promote your company with branding on the popular charging stations where meeting attendees can take a seat and charge their personal electronic devices as well as their own batteries. High-impact locations include the Grand Concourse lobby and strategic exhibit hall locations.

\$12,500/station



Hand Sanitizer Stations

Drive traffic to your booth and support the wellbeing of meeting attendees with branded, free-standing hand sanitizer stations in high-traffic areas in the exhibit halls.

\$15,000 per hall



Zen Zone

Peace and tranquility are within reach. This relaxing space is designed for attendees to decompress and focus on meditation or breathing so they are re-energized for the remainder of the day. Let your company be their mantra.

\$12,500

Career Resource Center

This popular hub in Recruiters Row helps job seekers and recruiters alike from inspiring, career-focused information to providing space for networking and mingling.

- ► Interview Room
- ► Fireside Chat Presentation
- Sponsorship package

Inquire for more details.

Professional Photo Studio



Raise your visibility where everyone is all smiles. Located in the exhibit halls and accessible to all attendees and exhibitors, the ever-popular Professional Photo Studio drives brand awareness and traffic to your booth.

\$20,000

RSNA After Dark Party

Professional attendees can keep the RSNA 2024 momentum flowing and put on their dancing shoes at this ticketed event. Support this event as a sponsor in order to participate.

Inquire for more details.

YEAR-ROUND RSNA OPPORTUNITIES

ONLINE/DIGITAL OPTIONS

RSNA News

This publication offers up-todate news about radiologic research, education and practice issues as well as RSNA programs, delivered to practicing members each month. Only two cover positions available per issue. Print circulation is 15,000+.

Starting at \$4,500

RSNA News Industry Focus Article

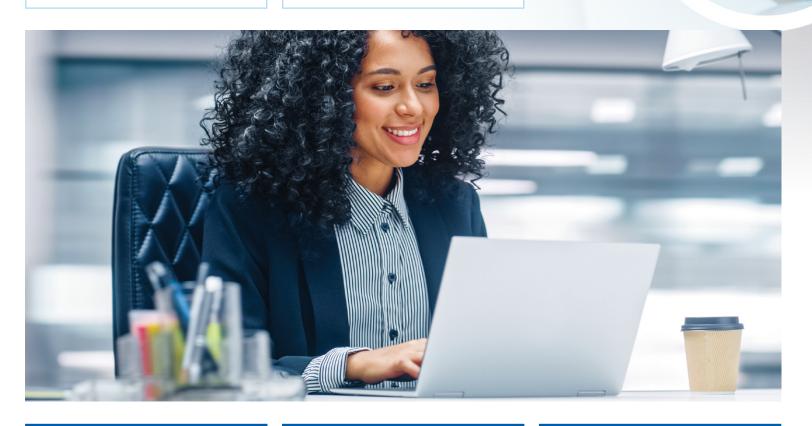
Work with an RSNA writer to craft a story that includes your company's message in a special Industry Focus article in *RSNA News*. Sent to 15,000+ practicing members, your story will be included among other must-read news.

\$10.000

RSNA.org Banner

Make your brand highly visible to RSNA members and online readers. Position your banner on *RSNA.org* throughout the year with an average of 3.25 million page views per month.

Starting at \$3,500



RSNA Insider E-Newsletter

Newsletter includes member announcements and the latest medical news impacting the specialty. Reaches an average of 32,000+ RSNA member subscribers monthly.

\$3,000

RSNA Weekly E-Newsletter

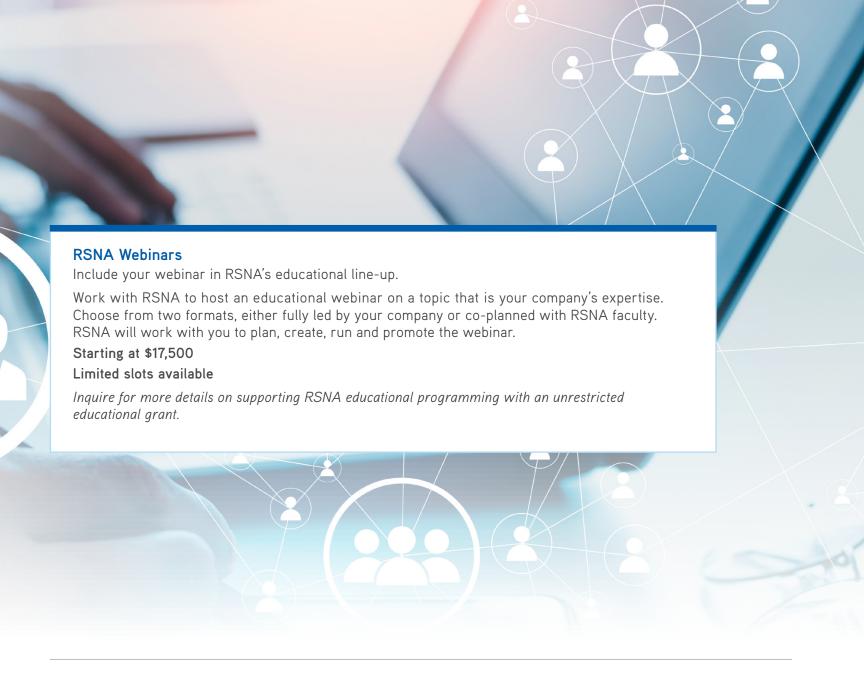
Weekly newsletter includes current news related to radiology and clinical practice from a wide array of news sources, both domestic and international. Reaches an average of 35,000 RSNA members every Tuesday.

\$2,000

RF Buzz E-Newsletter

This newsletter includes radiology news, featured job postings and information about RSNA products and services. Reaches an average of 11,000+ residents and fellows quarterly.

\$1,200



NEW! RSNA Market Insights Reliable and affordable radiology-centric business reports give you a better understanding of the field. Select from available reports or work with our team to develop customized research to meet your needs. Inquire for more details.

RSNA Journals**

Promote your brand to RSNA journal subscribers with placements in these five world-class, digital publications. Subscribers include radiologists, medical physicians, physicists and radiologic administrators, as well as teaching institutions, libraries and developers of radiologic equipment and technology. Promotional opportunities are available for all five journals.



Journal Website Banners

Imaging professionals look to RSNA journals for the latest in scientific discoveries and continuing education. These publication sites serve as the portal to the newest issues and can feature your company's messaging. Include your banner in one of only two positions available on each site.

► RadioGraphics

The only peer-reviewed journal devoted exclusively to continuing medical education in radiology and a top source for earning SA-CME credits.

► Radiology

The authoritative reference for the most current, clinically relevant and highest-quality research in radiology.

► Radiology: Artificial Intelligence

Highlights the emerging applications of machine learning and artificial intelligence in the field of imaging across multiple disciplines.

► Radiology: Cardiothoracic Imaging

Features research advances and technical developments in medical imaging that drive cardiothoracic medicine.

► Radiology: Imaging Cancer

The best clinical and translational cancer imaging studies across organ systems and modalities.

Starting at \$2,500 per month

Each journal sold separately. Availability differs for each journal.

E-Blast Promotions

RSNA sends regular e-blasts to an engaged audience of over 30,000 journal subscribers. Add your custom banner in issue preview emails or the Weekender e-blasts. Only one company banner will be included in each e-blast.

Starting at \$3,000 per issue

Podcast Sponsorship

Podcasts related to RSNA journals highlight experts discussing research and covering topics that are of high interest to RSNA's audience and are filled with essential information. Engage with this growing group of radiologists in one of the following ways:

► Industry Focus Interview

Collaborate with RSNA to determine the podcast interview topic and speakers. RSNA will provide the moderator to run the interview, and your company can provide up to two expert speakers to join a recorded discussion as thought leaders.

Sponsorship Fee: \$7,500

► Single Episode Sponsor

Include your message with a 30-second pre-roll and 15-second mid-roll promotion in a podcast.
Only one company will be featured in each episode.

Sponsorship Fee: \$3,000

► Podcast Supporter

Provide support for an RSNA journal podcast and gain recognition.

Sponsorship Fee: \$2,000





RSNA live events connect our audience to the education, tools and resources they need to advance the field of radiology. These in-person opportunities include education, exhibits and networking to help connect your company with a focused audience or a specific region.

RSNASPOTLIGHT COURSES

Planning is underway for the 2024 Spotlight Courses lineup.

Learn more by visiting: *RSNA.org/Spotlight*Inquire for details on sponsorship and presentation opportunities.

RSNA Medical 3D Printing in Practice

Promote your company at the RSNA Medical 3D Printing in Practice course to be held in Chicago, April 19–20, where attendees will learn about the latest in 3D printing. Access a targeted audience of technologists, engineers and leading group physicians across subspecialties.

Inquire for more details.

CORPORATE SUPPORT



Spark Innovation

The R&E Foundation's corporate supporters have donated more than \$25 million in support of its grants program. Supporting companies know that through their generosity, they are investing in the future growth of their industry—truly sparking innovation. Tomorrow's innovations will be the direct result of today's research. There is nothing more critical to the future of radiology than support for scientific inquiry.

Help safeguard the future of radiology. You can provide the spark investigators need to make major discoveries in the field by becoming a Vanguard Donor or becoming a member of the Leadership Circle.

Vanguard Program

The Foundation's Vanguard Program allows companies to support named grant awards that provide seed money for investigators working toward major discoveries critical to the advancement of radiologic research. A variety of grants and funding levels can be tailored to meet your giving preference. Vanguard Donor companies receive recognition for their generosity in a variety of ways throughout the year and at the annual meeting. Join the elite group of Vanguard Donor companies today.

Leadership Circle Program

The Leadership Circle Program provides an opportunity for companies to give to the Foundation on an annual, non-endowed basis. There are three levels of giving, each with specific donor benefits.

CHAMPION | ADVOCATE | BENEFACTOR \$25,000 | \$10,000 | \$5,000

Companies in the Leadership Circle Program receive recognition for their generosity in a variety of ways throughout the year and at the annual meeting that increases with each level of giving.

For more information, contact Bob Leigh at 1-630-590-7760 or email rleigh@rsna.org.

RSNA Champion+ Package

Support the R&E Foundation at the Champion+ Level and secure high-value sponsorships that will give you exposure to RSNA members and donors throughout the year and at RSNA 2024. Sponsorship timing will be mutually agreed upon and includes recognition for RSNA activations at the annual meeting, banners in RSNA communications and promotions in RSNA journals. In addition to donor benefits and sponsorship, your company will be recognized as a Bronze Corporate Partner.

\$50,000

Ensure a Bright Future for Radiology

- ► Return on investment
 For every \$1 awarded,
 recipients get \$60
 from other sources
- ▶ 1,800+ grants awarded 83 individuals at 47 institutions funded this year alone
- Donation distribution
 94% of every dollar you donate goes directly toward research and education that improves patient care





CORPORATE PARTNERS PROGRAM

RSNA values the industry partners that help keep radiology at the forefront of science and technology. To show our appreciation, the Corporate Partners Program honors partners at the annual meeting and throughout the year with benefits like logo recognition and acknowledgment in RSNA's prominent publications and resources.

Participation in any of these opportunities applies toward recognition which begins when spending totals \$50,000 or more:

- ► Meeting Sponsorships
 - Op0113013111p3
- ► Thought Leadership
- ► R&E Foundation Support
- ▶ Print and Digital Promotions
- ► Educational Webinars
- ► Journal Subscriptions

Our Corporate Partners Program rewards your loyalty with opportunities to increase your visibility, earn Technical Exhibit Priority Points and maximize your ROI.

Earn Technical Exhibit Priority Points

Participation in any of the opportunities listed in this Sponsorship Kit also earns one (1) Technical Exhibits priority point for every \$1,000 spent. RSNA's Technical Exhibit Priority Point system recognizes a company's support of RSNA and rewards exhibitors for upholding meeting policies. The order of space selection is determined by an exhibitor's cumulative number of points. Visit *RSNA.org/Exhibitor-Resources* for complete details.

Payments and contracts for RSNA 2024 must be received between Nov. 1, 2023, and Oct. 31, 2024, to receive Technical Exhibit Priority Points toward RSNA 2025 space selection and to receive recognition as a 2023–24 Corporate Partner (Nov. 1, 2024–Oct. 31, 2025).







- First right of refusal on new sponsorship opportunities prior to public release
- ► Recognition in RSNA News
- ► Recognition in RSNA Insider
- ► Company logo on RSNA.org/About/Thank-you and RSNA.org/Corporate-Partners
- Company logo in annual meeting-related media
- ► Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- ► One Technical Exhibit Priority Point per \$1,000 spent



- ▶ Recognition in RSNA Insider
- Company logo on RSNA.org/About/Thank-you and RSNA.org/Corporate-Partners
- Company logo in annual meetingrelated media
- ► Company logo on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- License to use RSNA Corporate Partner logo
- ► One Technical Exhibit Priority Point per \$1,000 spent



- Company logo on RSNA.org/About/Thank-you and RSNA.org/Corporate-Partners
- Company logo in annual meeting-related media
- Company name on Corporate Partners meeting signage
- Corporate Partners ribbons for name badge(s) during annual meeting
- One Technical Exhibit PriorityPoint per \$1,000 spent



RSNA THANKS OUR 2023–2024 CORPORATE PARTNERS

GOLD















































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ENGAGE + PROMOTE + PARTNER

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